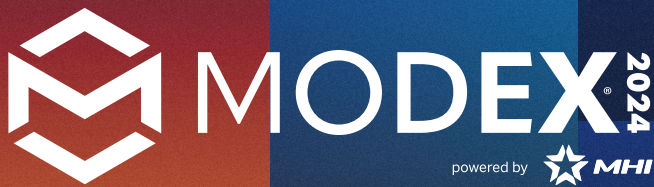


FULL SPECTRUM SUPPLY CHAIN



GEORGIA WORLD CONGRESS CENTER

ATLANTA | MARCH 11-14 • 2024

MODEXSHOW.COM

MODEX 2024

WHERE THE FULL SPECTRUM OF SUPPLY CHAIN PROFESSIONALS GO TO LEARN, CONNECT, AND BUY.

With the global supply chain ecosystem under more pressure than ever to become agile and efficient, your customers need help solving a wide range of critical challenges. At MODEX 2024, the premier manufacturing and supply chain experience, qualified buyers come to engage 1:1 with solution providers and supply chain experts like you.

MODEX also offers keynote talks from some of the leading minds in the business world, plus more than 150 educational seminars where attendees can evaluate and implement the solutions they find on the show floor. So reserve your place today, along with over 900 of the industry's leading providers, and take advantage of this unique opportunity to grow your business and show the world what your solutions can do.

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MEET YOUR BUYERS

40,000 PROFESSIONALS FROM ACROSS THE
MANUFACTURING AND SUPPLY CHAIN WORLD

As an exhibitor at the world's premier supply chain experience, MODEX 2024 gives you the chance to showcase your technology, software, and system solutions to the full spectrum of manufacturing and supply chain buyers. This unique opportunity to connect only comes along once every two years. If you're not here to take advantage, your competitors will be.

KEY DECISION MAKERS

who spend \$50 billion every year on material handling, supply chain and logistics systems, equipment, and services.

UPPER AND MIDDLE MANAGEMENT

including 80% of attendees who are in corporate, senior, middle, engineering, and IT management from manufacturing operations, production, distribution, logistics, supply chain, and transportation.

MAJOR RETAILERS & CONSUMER GOODS COMPANIES

including 75% of the National Retail Federation Top 100 Retailers and 65% of the Top 100 Consumer Goods Companies.

REPRESENTATIVES FROM THE FORTUNE 1000

including multinational consumer-goods companies.

SENIOR BUYING TEAMS

composed of corporate VPs, directors, managers, engineers, production and logistics experts, and others who influence purchase decisions.

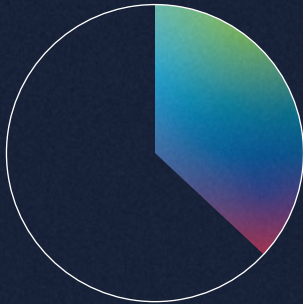
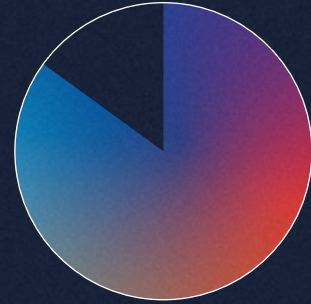
MOTIVATED INDIVIDUAL BUYERS

in search of product demonstrations and 1:1 meetings with equipment, technology and service providers like yourself.

MODEX ATTENDEE PROFILES

85%

HAVE BUYING POWER

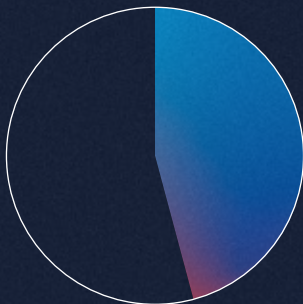
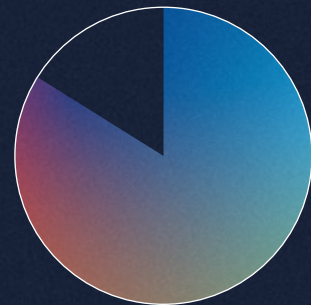


37%

PLAN TO SPEND A MILLION DOLLARS OR MORE OVER THE NEXT 18 MONTHS ON THE TYPES OF PRODUCTS AND SERVICES EXHIBITED AT MODEX

84%

PLAN TO EXPAND THEIR FACILITIES BY ADDING NEW EQUIPMENT & TECHNOLOGIES

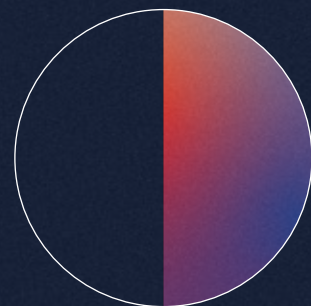


46%

ARE SENIOR OR CORPORATE MANAGEMENT

50%

OF THOSE WHO ATTEND MODEX DO NOT ATTEND ANY OTHER INDUSTRY-RELATED TRADE SHOWS



MODEX ATTENDEE PROFILES

91%

ATTEND TO KEEP ABREAST OF INDUSTRY TRENDS AND ISSUES

70%

ATTEND TO SEE A SPECIFIC PRODUCT OR COMPANY

91%

ATTEND TO SEE NEW PRODUCTS

86%

RANK THEIR ROI FROM ATTENDANCE AS VERY GOOD TO EXCELLENT

22%

ARE MIDDLE MANAGEMENT

66%

ATTEND TO NETWORK AND LEARN

42%

PLAN TO EXPAND THEIR SUPPLY CHAIN CAPACITY

70%

ATTEND TO EVALUATE AND COMPARE PRODUCTS BEFORE PURCHASE

500+

55% ARE FROM FIRMS WITH OVER 500 EMPLOYEES

100K+

67% HAVE FACILITIES OVER 100,000 SQ FT

JOB FUNCTION

31%

WAREHOUSE/DISTRIBUTION/
TRANSPORTATION/SUPPLY CHAIN/
LOGISTICS/3PL MANAGEMENT

26%

CEO/PRESIDENT/
COO/CIO/CFO/CSCO/
CORPORATE VP

15%

ENGINEERING/IT

10%

SALES CHANNEL PARTNERS/
SALES/RESELLER/IMPORTER/
EXPORTER

20%

MANUFACTURING/
MATERIALS/PRODUCTION
MANAGEMENT

PURCHASE BY FACILITY



52%

WAREHOUSE SUPPORTING
MANUFACTURING



42%

MANUFACTURING
FACILITY



60%

DISTRIBUTION
CENTER

JOB TITLE

26%

CORPORATE
MANAGEMENT
(C-LEVEL)

22%

MIDDLE
MANAGEMENT

20%

SENIOR
MANAGEMENT
(EVP, SVP, VP)

15%

ENGINEERING/
IT MANAGEMENT

OTHER FACTS

45

THE AVERAGE # OF
LIFT TRUCKS MODEX
ATTENDEES HAVE AT
THEIR LOCATION

68%

OF MODEX
ATTENDEES SHIP 100
OR MORE PARCELS
PER DAY ON AVERAGE

33%

SHIP OVER 5,000
PARCELS PER DAY

25%

OF MODEX
ATTENDEES OPERATE
A VEHICLE FLEET*

*Average fleet size is 1,680 vehicles

“

“MODEX IS A GREAT OPPORTUNITY TO SHOW OUR PRODUCTS AND SERVICES TO THE RIGHT AUDIENCE.”

“ALL THE DECISION-MAKERS ARE HERE.”

“MHI PROVIDES AN EFFECTIVE PLATFORM NOT ONLY FOR THE ACTUAL SHOW BUT IN THE MONTHS LEADING UP TO THE EVENT THROUGH THE RIGHT MARKETING TOOLS, ADVICE, AND ASSISTANCE.”

“IF YOU ARE IN THE SUPPLY CHAIN INDUSTRY, YOU NEED TO BE HERE.”

”



WHERE DEALS GET DONE

BUYING NEEDS OF MODEX ATTENDEES

15%	3D/4D PRINTING	63%	FORKLIFT TRUCKS, HAND LIFT TRUCKS & ATTACHMENTS
25%	ADVANCED ANALYTICS	45%	LIFT PRODUCTS
45%	ARTIFICIAL INTELLIGENCE/ MACHINE LEARNING	36%	LOADING DOCK EQUIPMENT
58%	AUTOMATION EQUIPMENT (AGVS, AS/RS)	68%	ORDER PICKING FULFILLMENT & ECOMMERCE DELIVERY
50%	AUTOMATIC ID SYSTEMS & DATA COLLECTION/RFID	51%	PACKAGING, MANIFEST, LABELING, SHIPPING, WEIGHING & CUBING
39%	AUTONOMOUS FORK TRUCKS	48%	PALLETS & CONTAINERS
53%	AUTONOMOUS MOBILE ROBOTS	20%	PARCEL, FREIGHT & CARGO DISTRIBUTION
53%	AUTONOMOUS VEHICLES	21%	PROTECTIVE GUARDING
30%	BATTERIES/CHARGERS/MOTORS/ FUEL/ALTERNATIVE FUEL SYSTEMS	56%	RACKS, SHELVING, STORAGE EQUIPMENT & SHOP FURNITURE
10%	BLOCKCHAIN SOLUTIONS FOR SUPPLY CHAINS	10%	RECYCLING/WASTE MANAGEMENT
12%	CLEANING SYSTEMS & EQUIPMENT	15%	REVERSE LOGISTICS
80%	COMPUTER SOFTWARE (ERP, WMS, MES, TMS, OMS, SCM, YMS, CLOUD)	51%	ROBOTICS
35%	CONSULTING & SYSTEMS INTEGRATION	14%	SUPPLY CHAIN SECURITY/ CYBERSECURITY
68%	CONVEYORS & SORTATION EQUIPMENT	20%	SUSTAINABLE FACILITY EQUIPMENT
40%	CRANES, HOISTS & MONORAILS	61%	THIRD-PARTY LOGISTICS/ TRANSPORTATION SERVICES
10%	DIGITAL TWIN TECHNOLOGIES	20%	WEARABLE & MOBILE TECHNOLOGY, INCLUDING AR AND VR
20%	DRONES & AUTONOMOUS AERIAL VEHICLES	31%	WORK POSITIONING EQUIPMENT/ WORKSTATIONS
49%	ERGONOMIC SAFETY & PROTECTIVE GUARDING EQUIPMENT		



FULL SPECTRUM SUPPLY CHAIN



FULL SPECTRUM VISIBILITY FOR YOUR BRAND

In order to generate maximum interest and exposure among supply chain buyers, MHI promotes MODEX 2024 around the world with a comprehensive, integrated marketing plan that includes print and online advertising, targeted direct marketing, electronic media, social media, and public relations activities.



LEVERAGE YOUR INVESTMENT WITH EXHIBITOR LISTING UPGRADES

To help MODEX exhibitors get more ROI, MHI provides a comprehensive set of modexshow.com Exhibitor Listing Upgrades. Share even more of your corporate story by adding elements like your company logo, product photos, product literature, streaming video, press releases, email contacts, and more to your modexshow.com exhibitor listing.



PRINT & WEB ADVERTISING

Strategically placed print and web banner ads will connect with millions of readers in the largest and most credible trade and business-to-business publications and websites across the U.S. and around the world.



WEBSITE & MOBILE APP

modexshow.com and the MODEX mobile app puts your company and solutions in front of buyers who are researching and planning their trip to MODEX 2024. As an exhibitor, you can place a banner ad for visitors to see when they're on modexshow.com, as well as update your listing with company news and information leading up to the expo.



DIRECT MAIL CAMPAIGN

Hundreds of thousands of key decision-makers will receive targeted direct mailings encouraging them to attend MODEX 2024 and to visit modexshow.com before and after the show. Free professionally crafted direct mailers filled with important MODEX 2024 information are available to all exhibitors.



PUBLIC RELATIONS

Put yourself in front of national and international media that cover MODEX and the material handling and supply chain industry. A targeted PR program aimed at leading business-to-business press focuses on the many benefits that MODEX 2024 offers its attendees. Leading publications will feature special pre-show issues and extensive post-show coverage.

MHI provides a variety of tools to help exhibitors get the word out to the media covering MODEX 2024, including on-line press release posts, press conferences, and media lists. You can also place your press kits in the Press Room, conduct a press conference during the show, and enjoy access to media lists. Exhibitors can also distribute press releases via an online pressroom at modexshow.com and RSS feeds.



SOCIAL MEDIA

MODEX will also be promoted on social media sites like Twitter, Facebook, YouTube, MHI view, Instagram, and LinkedIn, so you will have lots of opportunities to join and influence the conversation.



MODEX DIGITAL ENTRY

MHI provides options during and after the show to connect manufacturing and supply chain buyers to all the education and solution sourcing that MODEX delivers in a digital format. While nothing can

match the power of attending the face-to-face expo, MODEX Digital Entry expands your reach beyond the attendees on the show floor to even more qualified buyers.



EMAIL MARKETING

MODEX sends a series of permission-based email and e-newsletter campaigns to tens of thousands of targeted buyers. We remind them of the benefits of attending the show, and also update registrants regularly about show news, developments, and events.



CUSTOMIZED EMAIL INVITATIONS AND BANNER ADS

Invite your VIPs to register with customized HTML email invitations and banner ads from MHI. They link recipients to free registration, show information, and your website. Customization includes your company's logo or name, as well as your booth number.



COLLOCATED EVENTS

MHI invites national and regional manufacturing, distribution, and supply chain organizations to hold their events and conferences in conjunction with MODEX. Specific end-user groups will also be targeted to attend and hold special events relating to the challenges in their industries. Many of the educational offerings from these events and organizations are free to MODEX 2024 attendees and exhibitors.



SPONSORSHIP OPPORTUNITIES

Use on-site sponsorships to promote your brand to MODEX 2024 attendees. Your brand can be featured on the MODEX 2024 mobile app and lanyard, just to name a few opportunities. In addition, we invite you to share your expertise and distinguish your company by sponsoring and conducting a seminar on the show floor, which will be promoted on modexshow.com.



2024 MHI INNOVATION AWARD

2024 exhibitors have the exclusive right to submit applications for this prestigious award that showcases the latest manufacturing and supply chain innovative products and services.



ACCESS OUR DATABASE

MHI gives exhibitors exclusive access to MODEX 2024 post-show registration database for a small processing fee.

EXPLORE THE SHOW FLOOR

SPONSOR AN EDUCATIONAL SEMINAR AT MODEX 2024

Looking for a great way to increase your visibility at MODEX 2024? MODEX educational theaters are designed to house education sessions and build awareness about what the manufacturing, supply chain, and transportation industry has to offer. Your company can sponsor one of the educational seminars being held in the theaters directly on the show floor, which are free to attendees.



FIVE FUNCTION-SPECIFIC SOLUTION CENTERS BRING BUYERS AND SOLUTION PROVIDERS TOGETHER.

1

MANUFACTURING & ASSEMBLY

If you're offering services and solutions related to manufacturing and assembly, this is where prospective buyers will find you. This Solution Center reaches those looking for automated assembly support, intelligent devices, robotics, ergonomic and safety equipment, workstations, overhead lifting equipment, light rail, and other equipment designed for a manufacturing environment.

2

INFORMATION TECHNOLOGY

In today's world of constantly changing technologies, it's no surprise that many MODEX attendees come looking for IT and visibility solutions, systems integration, and consulting services. The Information Technology Solution Center puts your company in the middle of the buyers who need manufacturing and supply chain systems, software, and automatic identification solutions.

3

FULFILLMENT & DELIVERY

Eager to show potential buyers your order fulfillment, e-commerce and omni-channel fulfillment, order packing and packaging, third-party logistics, warehousing, distribution, or transportation solutions? The Fulfillment & Delivery Solutions Center directs them straight to you.

4

TRANSPORTATION & LOGISTICS

This Solution Center is focused on bringing people, markets, and goods together in a way that is faster, more efficient, and more sustainable. Here, buyers can see, touch, and operate these transportation and logistics solutions including solutions for road, rail, sea, and air freight transportation, as well as parcel delivery, security, autonomous vehicles, robotics, sensors, supply chain management software, third party logistics, reverse logistics, and last mile delivery.

5

EMERGING TECHNOLOGIES

As leading-edge technologies continue to disrupt traditional supply chains by creating more-efficient next-generation models that are on-demand and always-on, your customers want to see, touch, and operate next-generation supply chain solutions, including sensors, software, cloud computing, driverless vehicles, robotics and automation, predictive analytics, artificial intelligence, omni-channel fulfillment, augmented reality, wearable, and mobile technologies.



THE POWER OF MHI MEMBERSHIP

AMERICA'S LARGEST MATERIAL HANDLING, LOGISTICS, AND SUPPLY CHAIN ASSOCIATION

ENVISIONING WHAT'S POSSIBLE FOR OVER 75 YEARS

Our diverse membership includes professionals from a number of different disciplines such as equipment manufacturers, consultants, systems integrators and simulators, publishers, and third-party logistics providers. For over 75 years, MHI has successfully created, organized and sponsored large-scale industry events like MODEX and ProMat.

MEMBER BENEFITS AT A GLANCE

- Industry Group and Solutions Community membership
- Young Professionals Network, Marketing Professionals Network, MHI Executive Forum, Startup Community
- Executive conferences and peer meetings
- Members-only online resources
- Discounts on market and industry research
- Educational opportunities
- Exposure on MHI.org via Member Directory microsite, news releases, and social media
- MHI ShowPro Exhibitor Education Workshop
- Quarterly industry forecast and monthly business activity index
- Discounted advertising rates in MHI Solutions and MHI view
- MHI Loyalty Points

THE BENEFITS OF MEMBERSHIP

EXPOSURE ON MHI.ORG

MHI.org attracts more than 30,000 material handling, logistics, and supply chain buyers each month, and serves as a news and information center and learning resource for the entire industry. As a listed member, this site provides you with constant exposure to buyers from around the world.

As a member, you'll receive a microsite in MHI's membership directory on MHI.org. You'll be able to include your company logo, photos, product literature, video, company news, contact information, links to your website, and descriptions of your products and services. Your microsite puts your company and solutions right in front of an audience that generates leads all year long, and differentiates you as an authority in your field to current and prospective customers.

MHI SOLUTIONS AND MHI VIEW

MHI members also receive discounted advertising rates in the industry's quarterly publication, MHI Solutions, as well as in our weekly and monthly e-newsletters, MHI view video portal, and on MHI.org.

BECOME A RECOGNIZED EXPERT IN YOUR FIELD

When you join MHI, you can become part of a specialized Industry Group or the MHI Solutions Community. Together, you represent the largest source of knowledge in your field. You can network with your peers at MHI-organized industry meetings, and help promote your distinct industry. These meetings also allow you to discuss necessary regulatory specification changes and safety guidelines that are needed for your equipment, system, or service.

ESTABLISH VALUABLE MATERIAL HANDLING AND SUPPLY CHAIN CONNECTIONS

At MHI, we conduct continuous research in order to stay ahead of the supply chain, predict what end-users will need, and monitor the horizon for product and service advancements. Certain information is members-only, including market research that is found in the members-only section at MHI.org. In addition, all MHI members receive the quarterly Material Handling Equipment Manufacturing Forecast at no cost.

EDUCATIONAL RESOURCES

MHI publishes extensive technical literature and industry standards – all of which is available on MHI.org. We also host industry education and training programs, including educational conferences that accompany trade shows, stand-alone seminars and programs, and e-learning initiatives.

While MHI membership is not required to exhibit, exhibitors must be member-eligible. Also, MHI encourages exhibitors to join MHI to receive discounts on MODEX exhibit rates and preferred space selection position.

CONTACT MHI SHOW SALES

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Greg Baer
gbaer@mhi.org | 704-714-8725

Paul Trainor
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Or visit us at modexshow.com

2024 SHOW HOURS

MONDAY March 11, 10:00 am – 5:00 pm

TUESDAY March 12, 10:00 am – 5:00 pm

WEDNESDAY March 13, 10:00 am – 5:00 pm

THURSDAY March 14, 9:00 am – 1:00 pm

MODEX 2024 EXHIBITOR REGISTRATION KIT INCLUDES THE FOLLOWING

Companies who have previously attended MODEX
Exhibitors who participated in previous MODEX shows

Access the MODEX lease and floor plan at modexshow.com/lease
and modexshow.com/floorplan

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